

CONNECTING KIDS TO COVERAGE

About Public Service Announcements (PSAs)



The Connecting Kids to Coverage National Campaign created television and radio PSAs to help partners enhance their outreach and education efforts. Here are some frequently asked questions about PSAs to help guide your distribution and use.

What are PSAs?

PSAs are messages that are produced for distribution to print, radio or television outlets to raise awareness or change behaviors and attitudes on a social issue. PSAs can only be aired or run on broadcast or in print space that is donated or free. They cannot run on any paid media or be used as paid commercials.

What is the advantage of using PSAs for the Connecting Kids to Coverage National Campaign?

PSAs are a great way to spread the word about the availability of free and low-cost health insurance and how to get eligible children enrolled. The PSAs also promote the InsureKidsNow website (InsureKidsNow.gov) where parents can go for additional information.

What is the difference between a commercial and a PSA?

PSAs are sponsored by a non-profit or government agency, whereas a commercial runs on airtime or in print space that has been purchased. Another important distinction is that the objective of a PSA is to raise awareness or change behaviors and attitudes on a social issue while an advertisement is more commonly used to sell products or services.

How long can these PSAs be used?

The talent rights for these PSAs have been negotiated for one year. As such, the PSAs should not be used beyond May 31, 2015.